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1. ~~(Twice Amended) A projection display apparatus, comprising:~~

a display panel comprising a rectangular substrate having four sides including opposite two sides and provided with a plurality of first electrodes disposed with prescribed spacings along each of said opposite two sides;

a circuit board provided with a drive circuit including a plurality of second electrodes for driving said display panel disposed in association with the first electrodes disposed along said each of opposite two sides on the rectangular substrate;

b1 a projection lens support provided with a projection lens for projecting an enlarged image onto a screen; and

a holder fixed on said circuit board for holding said display panel and provided with a connector connected to said second electrodes for electrically connecting said first and second electrodes and with positioning means for said holder and said projection lens support, wherein

said first electrodes of said display panel and said second electrodes of said circuit board are electrically connected via said connector of said holder, by pressing said display panel against said holder to bring said first electrodes into contact with said connector, and

said projection lens support is positionally aligned and connected with said holder by said positioning means for optical alignment of said projection lens.

3. (Not Further Amended) An apparatus according to Claim 1, wherein

said positioning means of said holder is disposed so as to confront said projection lens support.

4. (Not Further Amended) An apparatus according to Claim 1, wherein said projection lens support is provided with another positioning means confronting said projection lens thereby to effect optical alignment of said projection lens in combination with said positioning means of said holder.

5. (Not Further Amended) An apparatus according to Claim 1, wherein said display panel has a rectangular shape including two longer parallel sides and two shorter parallel sides, and said first electrodes are led out on said shorter parallel sides.

6. (Not Further Amended) An apparatus according to Claim 1, wherein said circuit board further comprises a converter circuit for converting image signals to be transmitted to said display panel into digital signals.

7. (Not Further Amended) A projection display apparatus, comprising:
a display panel;
a circuit board provided with a drive circuit for driving said display panel;
a projection lens support provided with a projection lens for projecting an enlarged image onto a screen; and
a holder for holding said display panel and provided with positioning means for said holder and said projection lens support, wherein